Government Plan to Work out Foreign Equity in T.V. Channels

1513. SHRI W. ANGOU SINGH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government are contemplating to work out foreign equity in T.V. Channels;

(b) steps taken by Government for proper control on electronic media;

(c) whether the creation of autonomous corporation is not the answer in our type of democracy; and

(d) steps taken by Government for proper coverage of T.V. Programme in the North-Eastern States?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) and (b) Government have already introduced the Broadcasting Bill, 1997 in Parliament which addresses the issues regarding foreign equity in broadcasting sector and regulation of electronic media. The Bill is presently under the consideration of a Joint Parliamentary Committee.

(c) In all major democratic countries, the Government do not own the Electronic Media and it remains autonomous. Similarly, the Parsar Bharati (Broadcasting Corporation of India) Act, 1990 which provides for the establishment of an autonomous Corporation has been notified which will come into effect from 15th September, 1997.

(d) At present, about 81.3% population of North-Eastern States is under TV coverage. With the commissioning of transmitters presently under implementation/envisaged to be set up, about 86.7% population of North-East region is expected to be brought under TV coverage. Schemes for the purpose of extension of TV coverage to about 95% population of North-East region have been included in the Draft IX plan proposals.

Showing of Cigarette and Liquor Ads. on T.V.

1514. SHRI RAJNATH SINGH 'SURYA': Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that cigarette and liquor ads. are being shown by Doordarshan under the garb of some other products;

(b) if so, what action Government have taken or propose to prevent such a circumvention of law;

(c) whether Government are aware that ads. of a foreign made shirts projects Indian people and their culture as inferior and ridiculous; and

(d) if so, whether Government have taken any action against the person responsible?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) No, Sir.

(b) Does not arise.

(c) No such ads are being telecast on Doordarshan.

(d) Does not arise.

Projection of National and International News

1515. SHRI SANJAY DALMIA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether any assessment has been made by Government media in projecting the national and international news and its performance as compared to International standards and other news agencies like BBC and CNN.

(b) if so, the details thereof; and

(c) the steps contemplated by Government to bring professionalism in the media and to raise the standard of the news services?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) to (c) Review of the capability of the government media